

# Making Job Advertisements Accessible and Inclusive

**recruitable**

Recruitable is designed and developed by:



Setting the candidate up for a successful application sends a clear message of inclusion.

**These tips will ensure your job ads are accessible and inclusive:**





## Signs of Inclusive Culture

- Include an equal opportunity employer statement alongside a diversity and inclusion statement in all job advertisements. Remember to make your statement connect to your Employer Value Proposition and not just a generic sentence
- Promote your diversity and inclusion initiatives e.g. A link to the organisations Diversity and Inclusion (D&I) website and/or Disability Inclusion Action Plan (DIAP)
- Include a statement on how people can access adjustments for disability as part of the recruitment process
- Use accessible fonts such as Arial, Verdana, Sans Serif at a minimum of 12-point size
- Ensure job advertisements and related job descriptions are available in a fully accessible versions including:
  - Plain English or Easy Read
  - Alternate formats such as accessible PDFs, Word Docs, Large print (18 pt)



# Advertising Content

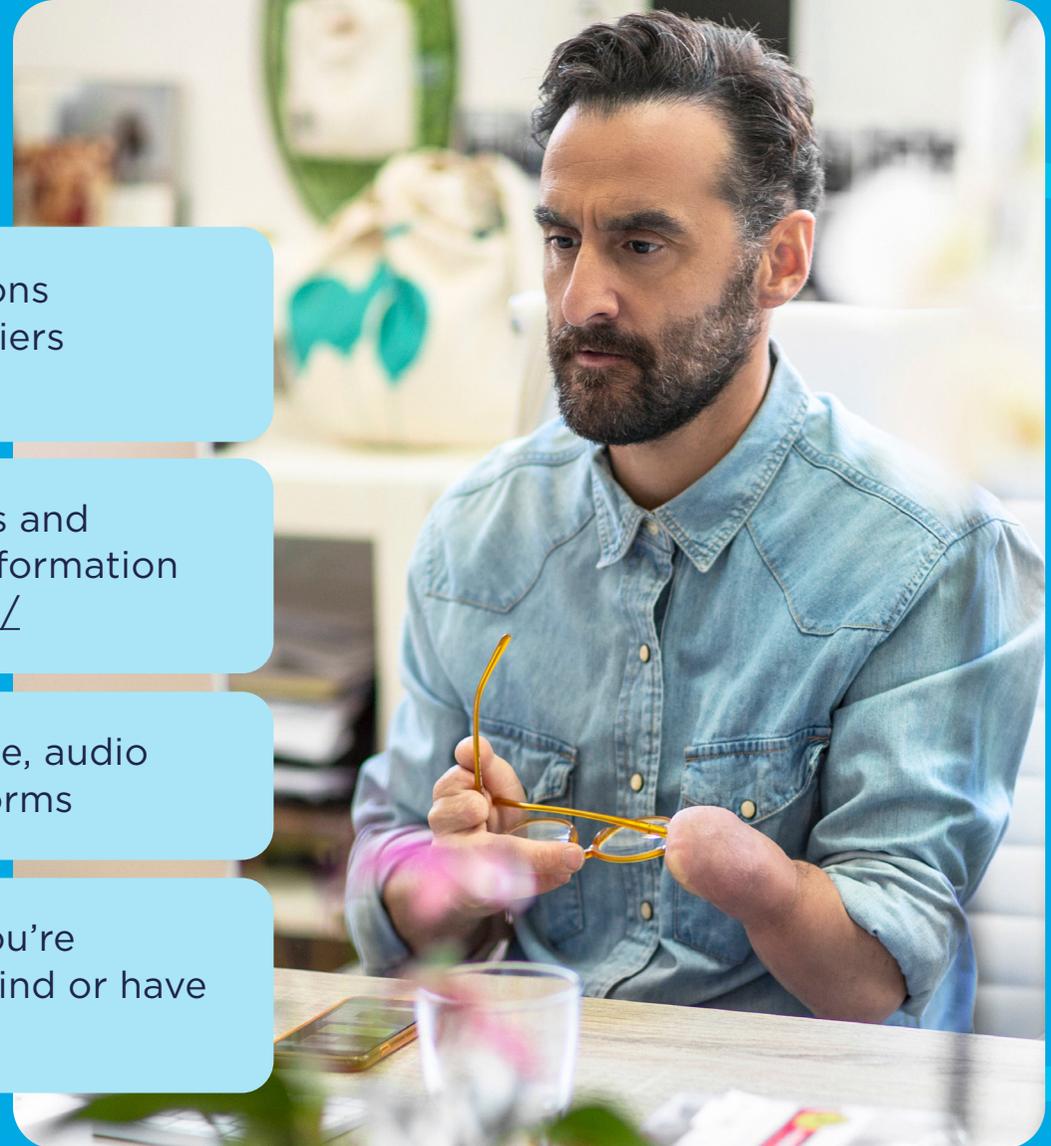


- Promote flexible work options
- Check that the information requested from candidates aligns to the role requirements e.g. Only ask for a valid driver licence if the role involves driving, consider if public transport, taxis or ride share are viable alternatives
- Focus on the technical components of the role using language that is clear and easy to understand. Avoid jargon or abbreviations
- Take a less is more approach, for example include the must have requirements/experience and leave the nice to haves for the job interview
- Provide a list of common tasks performed in the role



## Technology

- Provide an alternative way to send in applications e.g. Email address for those who may face barriers with the recruitment system utilised
- Provide alternative text (Alt-text) for all images and graphics used across all platforms. For more information on Alt-text visit [webaim.org/techniques/alttext/](https://webaim.org/techniques/alttext/)
- Provide synchronised captions, and if applicable, audio descriptions on all videos used across all platforms
- Ensure the job advertisement platforms that you're posting to are accessible for people who are blind or have low vision using assistive technology



Be a part of the **bigger picture**  
and learn how to be more inclusive  
of people with disability with the  
Recruitable resources.

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